

SERFF Tracking Number: UHLC-127786657 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50166
Company Tracking Number: CA25170ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/CA25170ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127786657 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed State Tr Num: 50166

Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: CA25170ST State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Donna Lambert

Authors: Michelle Ambach, Bobbie Walton Disposition Date: 11/04/2011

Date Submitted: 11/02/2011 Disposition Status: Filed

Implementation Date Requested: On Approval Implementation Date: 12/05/2011

State Filing Description:

General Information

Project Name: ADVERTISING

Project Number: CA25170ST

Requested Filing Mode: File & Use

Explanation for Combination/Other:

Submission Type: New Submission

Group Market Type: Association

Filing Status Changed: 11/04/2011

State Status Changed: 11/04/2011

Created By: Michelle Ambach

Corresponding Filing Tracking Number: CA25170ST

Filing Description:

Submitted for your review is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is new and does not replace any previously submitted advertisement. The material included within this filing is an Invitation to Inquire.

Final production of the enclosed advertising will show the component number on the bottom left hand corner of the advertisement.

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Group

Group Market Size: Large

Overall Rate Impact:

Deemer Date:

Submitted By: Bobbie Walton

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Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
 680 Blair Mill Rd. 215-902-8444 [Phone]
 Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut
 185 Asylum Street Group Code: 707 Company Type: Life and Health
 Hartford, CT 06103 Group Name: State ID Number:
 (860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: \$50 X 1 = \$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	11/02/2011	53395372

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Donna Lambert	11/04/2011	11/04/2011

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Disposition

Disposition Date: 11/04/2011

Implementation Date: 12/05/2011

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	SOV	Filed	Yes
Form	SELF MAILER	Filed	Yes

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Form Schedule

Lead Form Number: CA25170ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 11/04/2011 T	CA25170S	Advertising	SELF MAILER	Initial		45.000	CA25170ST.pdf

9 out of 10 plan holders surveyed would recommend their AARP Medicare Supplement Insurance Plan to a friend or family member.*



AARP® | Medicare Supplement Plans
insured by **UnitedHealthcare Insurance Company**

CA25170ST

[SAMPLE A SAMPLE]
[123 ANY STREET]
[ANY CITY, STATE 12345-6789]

AARP Medicare Supplement Insurance Plans
insured by UnitedHealthcare Insurance Company
P.O. Box 1017
Montgomeryville, PA 18936-1017

AARP® | Medicare Supplement Plans
insured by **UnitedHealthcare Insurance Company**

Are you one of them?

Thank you for being a valued member enrolled in an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

As an insured member, you are already familiar with the benefits of having a Medicare supplement insurance plan. However, your friends and family may not be aware of how these plans could help pay some of the out-of-pocket costs that Medicare doesn't. Or how these plans allow you to see any doctor that accepts Medicare patients without any network restrictions.

Fill them in!

Because as you know, AARP Medicare Supplement Insurance Plans are the only plans of their kind to carry the AARP name.

If you know someone who would benefit from having more information about these plans, have them call a licensed insurance agent/producer at [1-877-539-2857] Ext. [XXX] – they will be happy you did!



[1-877-539-2857] Ext. [xxx]



[www.aarpmedsuppinsurance.com]



* GfK Custom Research NA, "Medicare Supplement Plan Satisfaction Posted Questionnaire," 9/14/10, www.uhcmcdsupstats.com or call 1-800-523-5800 to request a copy of the full report.

AARP endorses the AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company.

UnitedHealthcare Insurance Company pays royalty fees to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. AARP and its affiliates are not insurers.

AARP does not employ or endorse agents, brokers or producers.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents.) Policy form No. GRP 79171 GPS-1 (G-36000-4). In some states plans may be available to persons eligible for Medicare by reason of disability.

Not connected with or endorsed by the U.S. Government or the federal Medicare program.

This is a solicitation of insurance. A licensed insurance agent/producer may contact you.

Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: SOV	Filed	Date: 11/04/2011
Comments:		
Attachment:		
statement of variability.pdf		

CA25170ST

Variable	Description
[SAMPLE A SAMPLE] [123 ANY STREET] [ANYTOWN, USA 12345-1234]	Recipient name and address
[1-877-538-2857] [xxx]	Phone number and ext for further information
[www.aarpmedsuppinsurance.com]	URL for website for further information